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Fuchsias

The Modern
Garden Shrub
for
Our Coastal Climate

Try Them!

They Please

The Book of GARDEN SHRUBS, HARDY PLANTS, *and* FLOWERS

Grown and Sold by
SWISS FLORAL CO.



Camellias



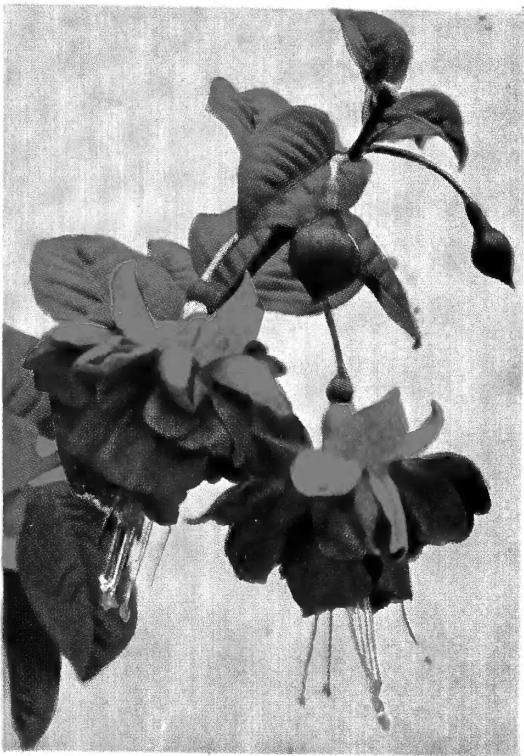
Aristocrat of Evergreen Shrubs
for Local Climate



SWISS FLORAL CO., Portland, Oregon

Office and Greenhouses — 1920 N. E. 7th Avenue
TRinity 9865

Nursery — S. E. 28th and Holgate Blvd.
SUnset 6100



For Garden Color
Use Groups.



Plant Large Beds
or Borders.
Even Hedges
Give
Novel Charm.



For Window Boxes Facing
North and East
There Are No Finer Plants.

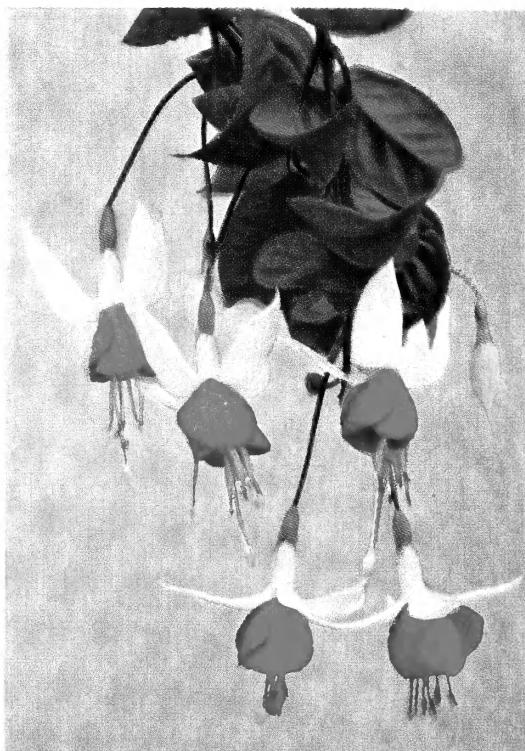
Verandas Grow in
Charm When
Fuchsia Urns Give
Grace and Color.

As a Hobby Try
Collecting Fuchsias

It Will Entrance
Your Home and
Friends.



A Corsage of Fuchsias
Has Grace Galore.



For Table Flowers They
Are Unique.



Entrance to our Nursery at S. E. 28th Avenue and Holgate Blvd. Beds of Azaleas provide beauty for spring. Here shrubs grace the front of one of our city's oldest residences. This is headquarters of Oregon's best collection of Azaleas and many other of the better shrubs. Visitors are welcome every day, and a trip through acres of plants of all kinds is time well spent, for profitable information awaits you. Phone SUNset 6100. Located $\frac{1}{4}$ mile east of McLoughlin Blvd.

PLANTS for GARDEN and HOME

This partial list of our offerings is intended also to encourage you to visit our greenhouses at N. E. 7th and Hancock Sts., Portland, and our Nursery at S. E. 26th and Holgate Aves., where many unlisted plants are growing, and where much pleasure is in store for you.

Some items listed here are grown in limited quantity only and early orders are advisable.

Delivery will be made when season is right for planting, unless ordered for some other specified time.

Parcel post orders must include postage. Express orders may be sent collect.

Remittance by money order, currency or for small amounts in 2 or 3-cent stamps will be acceptable. Refunds will be made if stock is no longer available. In case of damage in transit please advise at once when received. We guarantee stock true to name but cannot insure your success with same, as this may be governed by factors beyond our control. Errors will gladly be corrected if reported same upon receipt of stock.

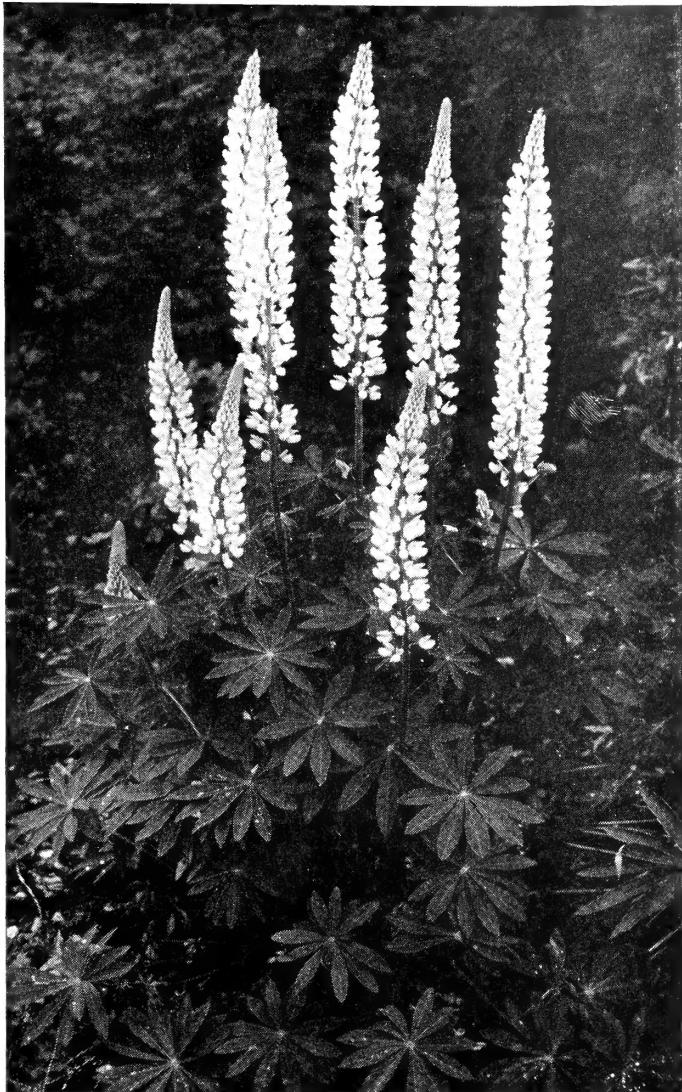
SELECT PERENNIALS

DELPHINIUMS, Pacific Strains. These best modern creations with large individual flowers and massive floral stems, bring you today's choicest improvements in this popular plant. Every hardy border and garden should have at least a few specimens of this super type Delphinium now offered at the special low price of **50c or six for \$2.50**. They are equal to many named sorts selling for \$3.00 each.

We also have some special selections in definite colors of dark, medium, light blue and lilac shade. These are offered for **75c each**.

CANTERBURY BELLS (Cup & Saucer Type). Rose color, finest of its kind, but some variations must be expected **6 for \$1.25**.

PENTSTEMON RUPICOLA. This is a rockery shrub of the very finest native type, low, evergreen, perfectly hardy, producing bright pink tubular flowers during spring; foliage a grey green almost silvery at times; prefers sandy rocky soil and sunny location. Oregon's loveliest rockery plant. (See back page for color cut). **25c to 50c each.**



RUSSELL LUPINS

Of hardy plants, none can claim title to popularity more convincingly than the latest improved forms of our hardy Lupins from our English gardeners who have brought an array of colors and beauty beyond comparison to the older sorts. They are easily grown in most deep soils either in full sun or light shade and will prove hardy anywhere. Their impressive flowers are elegant for decorative purposes and no perennial borders are complete without at least a few of such plants. Best planted in early spring in any good soil deeply prepared, by dormant roots. We offer these strong roots at 35c each, 3 for \$1.00; dozen \$3.00.

For those who have patience to wait a season for blooms, we offer young pot grown plants of these famous lupins in 2½-inch pots, during May and June, at \$1.00 per doz. They will make a great showing the following year.

TROLLIUS LEDEBOURI. Very hardy rare perennial for partially shaded or damp locations. Flowers of richest deep orange color and lasting quality. 35c each.

GROMWELL or LITHOSPERMUM PROSTRATUM. A creeping green plant for the rock garden producing sheets of brilliant blue flowers of marvelous beauty. For sheer color effect, it is not approached by any other plant known. Strong plants, 50c each.

AQUILEGIA CRIMSON STAR. A large flower of rich velvety red with cream center. Endowed with startling beauty and contrast. A novelty of great value for the hardy border and as a cut flower. 3 for \$1.00.

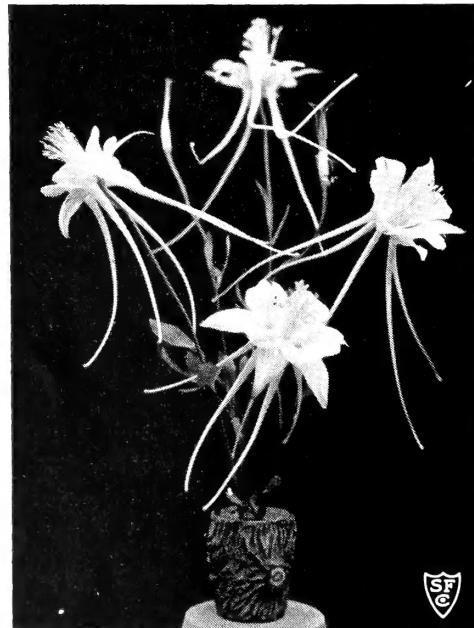


GEUM BORISII. A dwarf perennial with large orange-red flowers of continuous flowering habit, best of all in its class. 3 for \$1.00.

GEUM. **Fire Opal.** Semi-double orange-scarlet. Form. 35c.

Borisii. Vivid orange-red. Dwarf growing habit. Good rockery plant. 35c.

Lady Stratheden. Tall doubl'e yellow, for hardy borders. 25c.



AQUILEGIA LONGISSIMA. The new sensationally long spurred yellow Columbine; a novelty to please the most fastidious gardener. 3 for \$1.00.

Portland Beauty Columbines. This is a hybrid strain from the longissima, crossed with Crimson Star. Noted for extra long spur and vigor. A true perennial of merit. 6 for \$1.50; doz. \$2.50.



Gaillardia Monarch Strain. Mixed. Selected large flowered types in choice color variations. Young seedling plants are offered to flower in late summer pot grown at **\$1.00 dozen.**

ASTER BLUE BIRD. Another dwarf border aster extremely hardy but flowering in September in a lovely blue color, forming a carpet of blooms. Excellent permanent border plant for sunny location. Requires no special care. **25c each.**

ASTER AMELLUS. An early fall blooming type growing 18 inches tall with large showy blooms of beautiful form, splendid robust plant for sunny situations in the hardy border or rock garden. Color range blue to lavender, yellow center. Thrives for many years with little or no attention. **25c.**



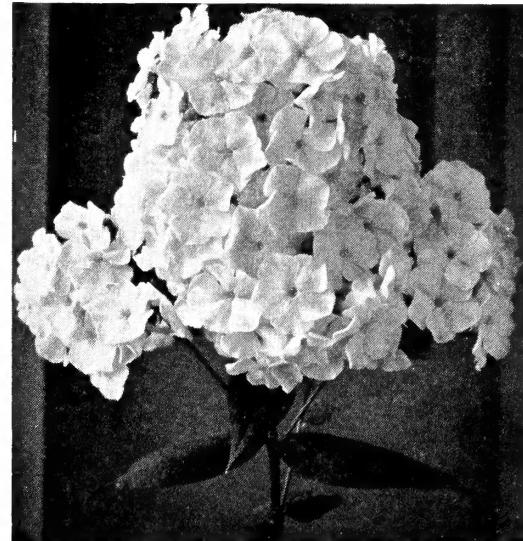
MICHAELMAS DAISY (Perennial Aster). **Mt. Everest.** Pure white, tall. **35c.**

Barr's Pink. Bright carmine, pink, tall. **25c.**

Blue Gem. Rarest blue in this group. **35c.**

Harrington's Pink. Clear, truly pink. **50c.**

ASTER ALPINUS, Alpine Aster. It is one of the loveliest late spring blooming asters for borders and the rockery as well; comes in handsome tints of blue lavender and pink; fine for cutting as stems are like sweet peas for table flowers. **Extra fine plants now only 25c, 6 for \$1.25.**



PHLOX DECUSSATA or perennial border phlox; perhaps the showiest of midsummer garden perennials. Thrives everywhere, preferring partial shade and resents excessive dryness.

Africa. Dark red, tall growing.

Camille. Bright salmon color of large size.

Daily Sketch. Very large individual blooms, bright pink carmine eye.

Elizabeth Campbell. Soft salmon color with lighter center.

Geo. Stipp. Very thrifty grower; deep salmon colored flowers.

Leo Schlageter. A scarlet of carmine hue; tall growing.

Mia Ruys. Low growing, large flowered, pure white.

Mrs. Jenkins. Tall growing, late flowering, white.

Milly van Hoboken. Salmon pink with carmine eye.

R. P. Struthers. Watermelon color with claret eye; tall.

The Governor. A lavender color with vigorous, tall growth. **Innocence.** Pure white, tall growing. **35c.**

Charming. Large flower, bright pink, medium tall.

Thrifty stock of above sorts at 25c each.

Extra select 35c and 50c each.

HARDY PHLOX. For rock garden and border planting. Mountain species are available of the following types: Phlox Douglasii, lavender, **P. Vivid** bright pink light eye, **P. Amoenita** rose, **P. Lillacina**, pale blue. **25c to 35c each.**

Adsurgens. Oregon's choicest native sort, salmon pink. **25c.**



GENTIANA ACAULIS. Dwarf growing rockery plant with large blue flower of exceptional, intense, clear color; perhaps the choicest of all rock garden subjects. **Pot plants, 25c each; strong plants, 50c each.**

JAPANESE IRIS. Many 3- and 6-petalled sorts are grown in a wide range of colors, blue, white, yellow, lavender, orchid purple, mauve and lilac. Select sorts in strong plants at 50c each, mixed colors 6 for \$2.00.

To obtain best results plant them in rich soil and water freely when blooming time nears; use handful of Nulife fertilizer for each plant in early spring.



SHASTA DAISY. **Diener's Double Strain.** Finely fringed, elegant cutflower; semi-dwarf; continues flowering all season. 35c.

Chiffon. Semi-double, fringed flower. 25c.

Esther Read. Very full chrysanthemum-like flowers of purest white; most beautiful hardy perennial. 75c each. Limited stock.



PYRETHRUM ROSEUM. Known as Paris Daisy, a fine cutflower for June, much like chrysanthemum for quality. In single and double forms and various colors mixed. 6 for \$1.25.

PYRETHRUM KELWAYS SCARLET. A very brilliant red single flowering sort of exceptional beauty and merit. 3 for \$1.00 in large clumps.



JAPANESE ANEMONE. **Louise Uhink.** Largest size pure white semi-double with slight blush pink reverse on petals. Handsomest sort today in this popular fall blooming perennial. 35c each.

JAPANESE ANEMONE. **Hupehensis.** Very early single pink or semi-dwarf type. 6 for \$1.25.

Max Vogel. The finest of large flowering semi-double pink sorts but seldom seen. A real gem. 35c each.

Honorine Joubert. Single white flowering. 25c.

Prince Henry. Red flowering semi-double. 25c each.

HEUCHERA. **Sanguinea.** Known as coral bell. Fine border plant. 35c each.



PERSIAN BUTTERCUPS. A bulbous plant of new improved large flowering type. Grown in limited quantity. Ready for planting out in early March. Requires rich soil and sunny location and will flower in May and June. Flowers resemble pompon dahlias in color ranging from white, cream, yellow, orange, salmon and scarlet to crimson. This is perhaps the loveliest cut flower for the garden to bloom in the late spring and early summer. To be spaced 12 inches apart. 6 for 85c; 12 for \$1.50.

PRIMULAS. Many fine sorts for garden use, such as *Auriculas*, *Wanda*, *Juliae veris*, *Florindae*, *Cashmeriana*, etc. Priced 15c to 50c each.

Garden Primulas *veris* and *polyanthus*. An extra fine selection of colors in strong plants for early spring planting is offered, with yellow, red and wide variety of tints to select from. Partial shade and good soil assure splendid results. Fine for borders or damp rockery. **6 for \$1.25.**



PRIMULA CASHMERICANA. Early spring flowering with large foliage from which arise stout stems bearing ball-like flower clusters of light purple color. 35c each; 3 for \$1.00.

Primula Bullesiana, candelabra. Flowering in deep rich orange-yellow. 35c each, 3 for \$1.00.

HEMEROCALLIS. Mrs. W. H. Wyman. Large flowered lemon-yellow sort, flowering July to September. 35c per clump.

HEMEROCALLIS. Aurantiaca. Deep orange colored, early summer flowering. 35c each.

SWEET WILLIAMS (Double Dwarf Gems). A new compact, low-growing strain of English origin in rich colors mixed. One of today's best additions to the perennial border. Large plants 35c, 3 for \$1.00. Medium size, 12 for \$2.00.

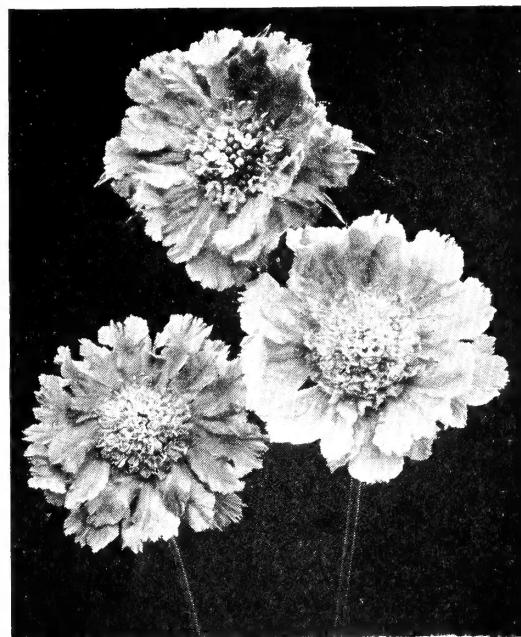
HOLLYHOCKS. Double Scarlet. Fine perennial for dry situations. 6 for \$1.00.

HOLLYHOCKS. Double Pink. Large deep pink flowered sort. 6 for \$1.00.

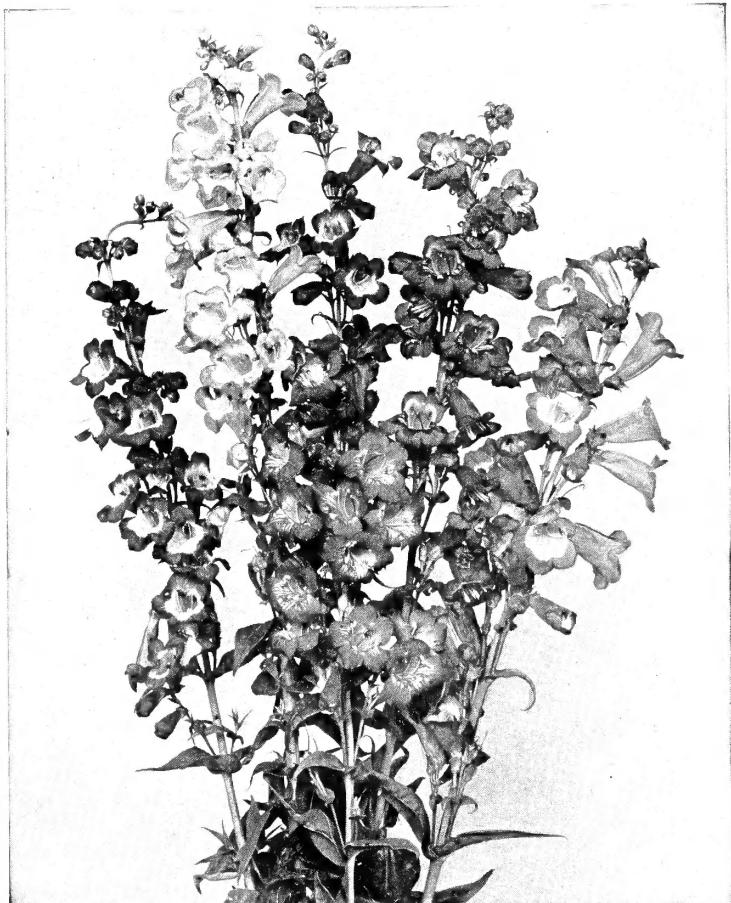
HOLLYHOCKS. Imperator. Very large semi-double fringed flowers in many colors of soft blending types. **6 for \$1.25.**



GARTREF POPPY. A recent novelty with deeper colored edges on flowers in many tints of glorious beauty. This Iceland poppy is hardy and thrives in all porous soils. **6 for 50c.**



SCABIOSA CAUCASICA. The finest hardy cut flower any garden can produce, blooming profusely all summer. The plants lasting for years. Flowers of 3-in. diameter are on long wiry stems and last several days when cut. **3 for \$1.00.**



PENTSTEMON SCARLET BEAUTY. A selection of our own with large flowers of brilliant red color, growing almost like snapdragons, blooming all summer if suited for soil. One of the most satisfactory garden flowers for achieving brilliant effect. **Strong plants 25c; young stock 15c each.**

CHRYSANTHEMUMS

FANCY CHRYSANTHEMUM

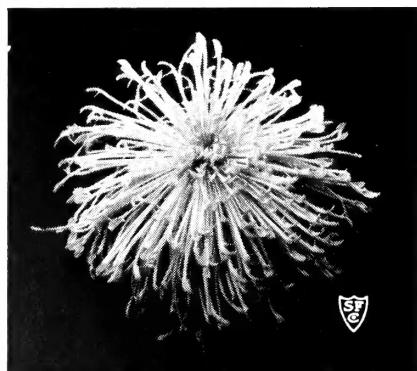
The latest novelty creation of plant breeders introduced by us. Supplies very limited in the sorts listed here.



Dr. J. C. Adams. See illustration, very large disc like flower with long tubular petals gracefully curved at tips. Pure white. **Each 50c.**



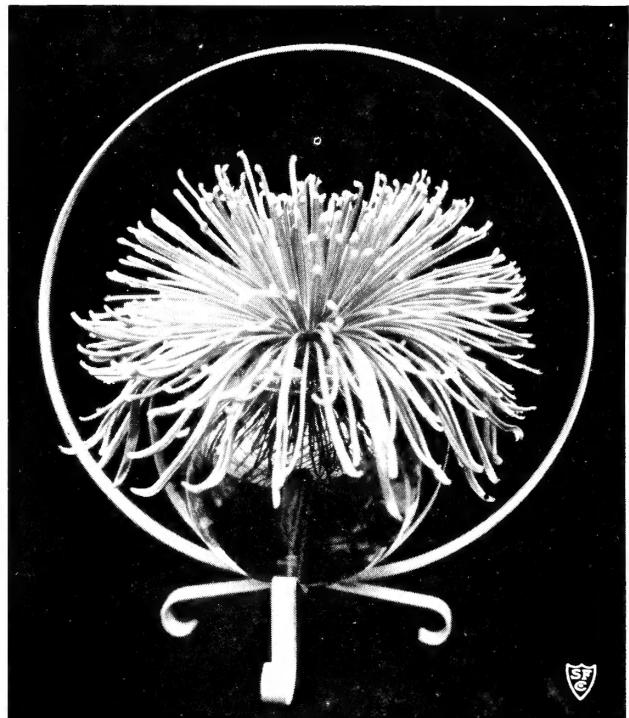
B. Rose. Fine ray-like petals with curved white tips forming near globular flower of bright rose color; a fancier's selection. **50c each.**



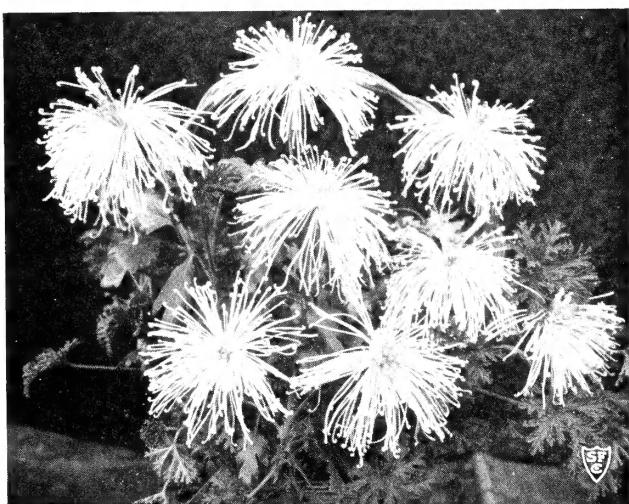
Silver Lace. This novelty is one of the exquisite spidery forms in purest white. Its lacy petalage bespeaks refined charm and elegance. As a cutflower or garden plant it possesses that rare art value and effect so much sought in recent years. Limited stock. **\$1.00 each.**

Gold Spray. A fascinating new yellow form heretofore not seen. This new introduction of our own will win for itself many admirers among fanciers of choice chrysanthemums. **\$1.00 each.**

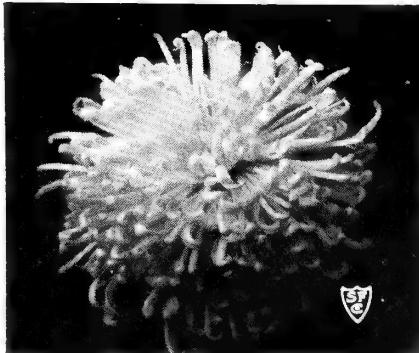
Silver Rose. Tubular petals of silvery rose, very curly, almost ball-like flower with recumbent outer petals. A select novelty. **35c each.**



Dr. D. W. E. Baird. Bright pink needle-like petals forming large semi-globe shaped white-tipped flower of unique beauty. **75c each.**

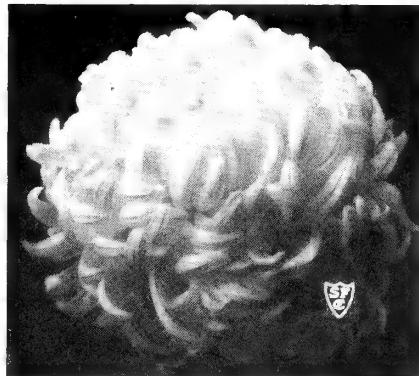


Mrs. R. A. Walker. Very long fine hair-like petals of drooping type with curly ends; a large flower well filled in center of light rose pink; limited supply. **50c each.**



Portland Gold. Incurved petals with terminal curl, rich golden yellow outer petals pendulous; a charming novelty of our own selection. 50c each.

Irvington Gold. A compact incurved globular flower of medium size with curly pendulous outer petals of rich deep yellow flushed with tawny bronze and neat growing habit. A fancy novelty of much charm. 50c each.



Large Flowering Early Sorts, 25c.

These must be grown carefully, tied to stakes and disbudded to one flower on a stem. However, two or three stems per plant will assure large size flowers.

Oconto. October flowering, pure white.

Pockets Crimson. Deep red with golden reverse.

Anna Kasky. Large golden bronze.

Pink Turner. Large incurved globe shaped.

Yellow Turner. Light yellow globular.

White Turner. Snowball like of largest size.

Golden Majestic. Reflexed yellow.

Majestic. Clear amber bronze.

Nagirroc. Golden bronze reflexed.

Bronze Turner. Extra large incurved.

Vermont. Incurved pink.

Mrs. G. G. Mason. Blood red, golden reverse.

Governor Green. Crimson with old gold reverse.

Mrs. David F. Roy. Crimson with deep buff reverse.

Keystone. Buff bronze, incurved.

Detroit News. Reddish bronze.

Floyd Gibbons. Salmon pink, buff reverse.

Golden Wave. Light golden yellow, semi-incurved.

Mrs. H. Kidder. Deep yellow, incurved.



Dr. T. M. Joyce. Very large flower with strong curly petals of pendulous habit, light pink with suffusion of yellow tipped with cream; must be carefully grown and disbudded to produce its glorious beauty. See illustration. Limited supply. 75c each.

Extra Early Mum, Mrs. Phil. Page. Often starts flowering beginning of September with medium size semi-double golden bronze flowers with reflex of yellow; profuse continuous bloomer. 25c each, 6 for \$1.25.

Anemone Flowered Varieties for Disbudding

Helios. Deep golden yellow.

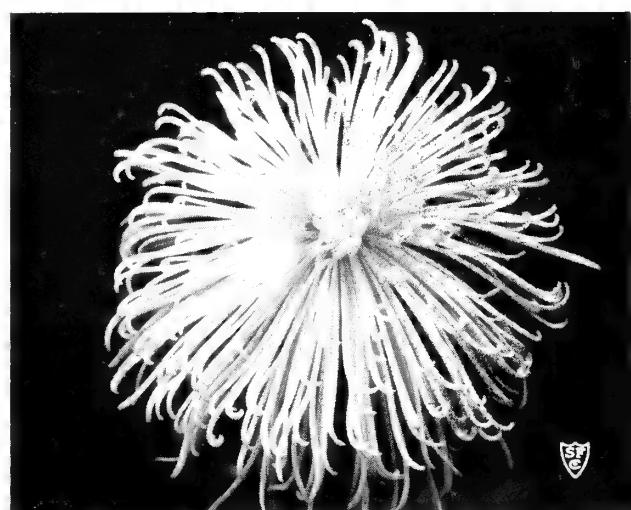
Mrs. Chas. Wylie. Light reddish bronze.

Bronze Tuxedo. Light buff suffused pink.

Stoplight. Terra cotta petals; yellow cushion.

Captivation. Mahogany red.

These plants will be ready for May to June planting, and are all of the early flowering sorts fit to be grown outdoors in this local climate. They are pot grown and will prove to be quality plants if given the right soil and care. We do not assume responsibility beyond satisfactory delivery and request immediate information if plants arrive in defective condition.

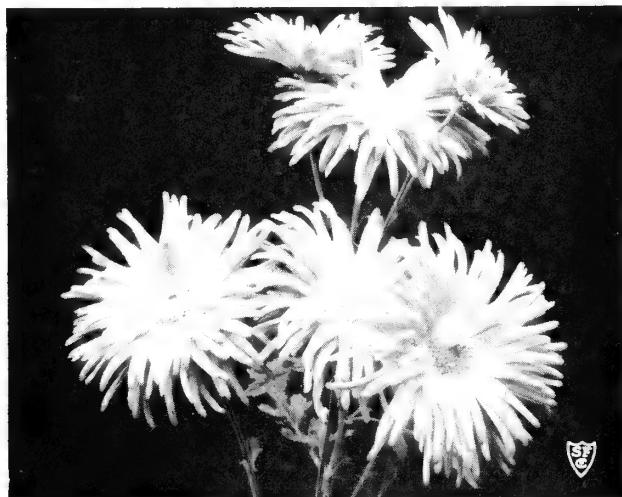


Blushing Sunburst. A very large flower with long tubular ray petals of spiral-like disposition when opening, expanding to a large sunburst effect of creamy tint with pink blush. Tall growing of unusual charm. Splendid novelty. 50c each.

SOME CHOICE POMPON CHRYSANTHEMUMS

15c each or \$1.50 per dozen.

Most useful and appreciated source of cutflowers for fall and early winter season; easily grown everywhere. Strong plants from small pots set out during late May or early June will prove the best way to start these fine perennials. Place your order early so that they may be set aside for delivery at the right time. Sunny location and rich soil with some lime added will prove beneficial, if proper care during the season is provided.



Kramers Buff Orange. Rather large semi-double of fine form, exquisitely shading from yellow to buff orange; splendid for cutting.

California Peach. Bright to delicate clear pink, nearly single.

San Carlos. Double 3-inch flower; deep bronze to red.

Captain Blood. Deep blood red tinged with gold; sturdy dark green foliage.

Yolanda. Anemone type of bronzy apricot; beautiful shape when disbudded.

Los Angeles. Semi-double scarlet with crimson underside with bronze center.

Ida Skiff. Very showy single bright yellow; excellent garden sort.

Mary Lennon Hall. Double bright yellow medium size pompon.

Buckingham Pink. Pleasing single salmon pink of sturdy type for gardens.

Daffodil. Medium size bright yellow, well formed flower of early flowering habit.



CASCADE or MINIATURE CHRYSANTHEMUMS

A very interesting group of small flowered sorts in many beautiful colors and of extreme hardiness. Graceful for mixing with the pompon types in bouquets or table arrangements. Colors copper, pink, white, bronze, cream, yellow. **Price 15c each; doz. \$1.50.**



MARTHA WASHINGTON GERANIUM or PELARGONIUM. These gorgeous plants in our most modern sorts have brought new beauty, new color conceptions and splendor to the garden that will enthuse every plant fancier. Their great flowers are almost equal to rhododendrons for effect, yet they are as easily grown as common kinds in every garden. We offer them in several sizes priced 35c, 50c and 75c each.

PELARGONIUM—

Marie Vogel. New very large bright red flowered with maroon markings; azalea-like clusters.

Fruehlingszauber. Large flowers, white with shell pink tint; two dark blotches on upper petals.

Dieners Giant. Light salmon pink with large dark brown blotches on upper petals.

Beverly Hills. Large flowering amaranth pink.

San Diego. Rich purple color; very large flowered.

Piru. Bright rose pink of large size.

These are all easily grown in sunny locations and flower well during the summer season. Their large clusters often rival azalea shrubs for beauty. Plant soon after frost period is over.

♦ ♦ ♦

Browallia demissa alba, SNOWBANK FLOWER. Entirely new flower offered for the first time to gardeners. Easily grown annual with small white blossoms covering the plants from early summer until frost. Height 10 to 14 inches. It has more grace and charm than white petunias and many times greater beauty for mass effects; flowers resembling lobelias. Most satisfactory introduction in white border plants ever made. **Flat grown plants, 75c per doz.; pot grown, doz. \$1.00-\$1.50.**

CAMELLIAS

CAMELLIAS

Broad-leaf evergreen shrub, unsurpassed in sheer beauty and charm for garden decoration in the coast climate. Their handsome flowers begin to appear during the earliest spring days. For indoor decorations, they equal the charm of our best roses. Their growth in the garden is slow but steady, requiring hardly any attention. The value of large specimens is continually increasing. They thrive in loose rich soils, and appreciate partial shade; ideal foundation planting subjects, as they require hardly any care, no need to spray, cover or prune, for they go on their own; insects seldom bother their foliage and their flowers come when the garden has but few. Truly a grand shrub that should be planted in every garden in the coast climate and be used to replace the many inferior shrubs found in so many yards. Camellias look rich the year around and are so easily grown that they bring much pleasure. As they grow, their beauty after a few years becomes sensational.

We offer selections of pot grown plants in 2 to 4 year old sizes ranging from 6 to 24 in. in height, well budded for immediate bloom, **priced from 75c to \$2.50 each**, in the following sorts:

Field grown stock available in some of the listed sorts.

Priced from \$2.50 to \$5.00 each.

***Alba plena.** Formal pure white; early.

Anna Frost. Deep red of globular form.

***Amabilis.** Single pure white; circle of yellow stamens.

Benton. Single deep red, yellow stamens.

***Candidissima.** Pure white formal; medium size; late.

Caprice. Informal globular shaped; pure white.

Chandleri Elegans. Extra large pink, mottled white.

Daikagura. Very early flowering; peony shaped rose, mottled white.

***Grandiflora Rosea.** Very large single, deep rose pink.

Hikaru-genji (Herme). Very large double pink peony form; edged white.

Hitosugi. Pleasing salmon-pink, with white rays through center of petals; very compact formal flower.

Imperator. Carnation shaped; scarlet red of early flowering habit.

John G. Drayton. Large white, informal type.

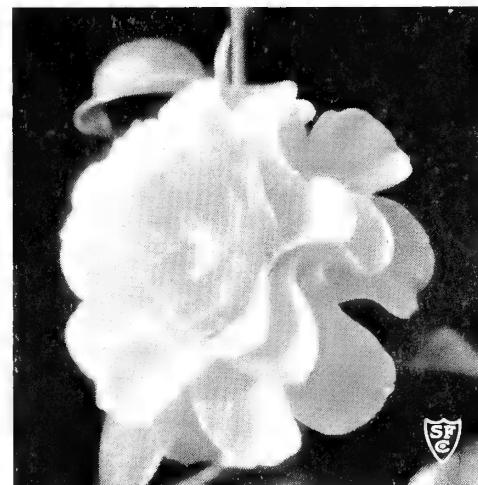
Jarvis Red. Large semi-double, deep red.

Girard de Baillon (Shisu or Monjisu). Double; loose form; fiery scarlet blotched white; slow growing, late blooming.



Kikutogi. Very formal medium size double flower; cerise to scarlet; extra early flowering.

Those marked (*) are for future delivery.



Kumasaka. Large peony-shaped flower of late flowering habit, in deep clear rose color; form often variable.

Otome. Very full formal deep flesh pink, perfect form.

Pink Perfection. Very double light flesh pink; early bloomer.

Professor Sargent. Carnation shaped fiery scarlet; medium size.

Purity. Fine formal, pure white, showing yellow center.



Magnoliaeflora. Magnolia form; exquisite pale pink.

Mathotiana Alba. Very large formal gardenia-like; pure white; late.

***Nobilissima.** Pure white with pompon centered medium size flower.

Rosita. Very formal compact flower; deep rose; extra profuse.

Robin Hood. Semi-double, clear red with golden stamens; good size.

Sweet Heart. White loosely formed flower, veined pink.

***Somegawa.** Very full double, white, regularly striped pink and red.

Wakanura. Very large semi-double white, heavily rayed pink and red.



CULTURAL DIRECTIONS FOR AZALEAS AND RHODODENDRONS

These shrubs all want a loose porous soil with much peat or leafmold. Clay soil is not suitable and must be altered by generous amounts of peat. Additions of sand, decaying wood, fir needles, etc., will be beneficial. Plant shallow; do not pack soil hard, and mulch freely with grass clippings in summer to preserve moisture in soil, as they resent drying out at any time. Full sun and partial shade will agree with them. Applications of old manure, or ammonium sulphate in small amounts of 1 tablespoonful per plant, will help if growth is poor. Planting or transplanting may be done any time, as they do not suffer from such moving if kept moist afterward. Spraying of foliage at night is very beneficial during dry warm weather. Pruning, while rarely needed, can be done with good results at any time but is best right after flowering. These simple rules will insure success.

AZALEA MACRANTHA. A very late flowering, dwarf, evergreen shrub with large deep salmon pink blossoms of great brilliance. A fine border shrub prolonging by weeks the flowering season of this group. **Well branched 12-15 in., each \$1.50; 16-18 in., each \$2.50.**



Azalea macrantha alba. A pure white form of preceding specie, late spring flowering of large size; one of the rare types not yet seen in gardens; very exquisite and choice. Limited stock only. **Strong bushes \$2.50 each.**

AZALEA LEDIFOLIA ALBA. A vigorous evergreen type with large snow-white blossoms. **12 to 15 in. \$1.50 each.**

AZALEA LEDIFOLIA. Large purple to lavender blossoms similar to preceding. Especially handsome in mass effect. Robust and easily grown. **10-12 in., each \$1.50.**

AZALEA KAEMPFERI. A thrifty, well branched, extremely hardy sort with fiery orange-red to salmon colored flowers completely covering the neat bushes. **18 to 24 in. \$2.00 to \$2.50 each.**

AZALEA YAYEGIRI. Dwarfish evergreen shrub with masses of small, deep orange-red to copper colored flowers, forming brilliant masses of color. **6 to 8 in. size, 75c each; 10 to 12 in. \$1.50 each.**

AZALEA CHRISTMAS CHEER. Compact, dwarf growing, of mound-like outline, bearing fiery scarlet masses of flowers completely covering the evergreen foliage. This is the handsomest of dwarf red Azaleas and far exceeds the well known Hinodegiri in beauty of color. For rockery purposes or small groups and borders none can equal this variety for sheer beauty. **6-8 in. 75c; 10-12 in. \$1.25 to \$2.00.**

AZALEA DEBUTANTE. Dwarfish evergreen type with medium size flowers of light pink color with darker salmon pink edges on the petals. **Each \$1.50.**

AZALEA PURPLE QUEEN. A selection from our own seedlings, bearing large, true purple blossoms and profuse thrifty foliage, of vigorous growth. It is beautiful in combination with white and yellow sorts, but needs a sheltered situation. **75c to \$1.50 each.**



CORAL BELL AZALEA. Very dwarf compact form with small fine foliage and slender branches, covered with bright salmon pink flowers in the earliest days of spring. This is the first variety to bloom, and a most delightful feature in the spring garden. **50c to \$2.50 each.**

AZALEA SNOW QUEEN KURUME. A rare, good sized flowered white seedling of ours, that will be a worthy addition to any collection. The pure white petals are marked with green dots. Only a limited number of small plants available now at **\$1.00 each.**

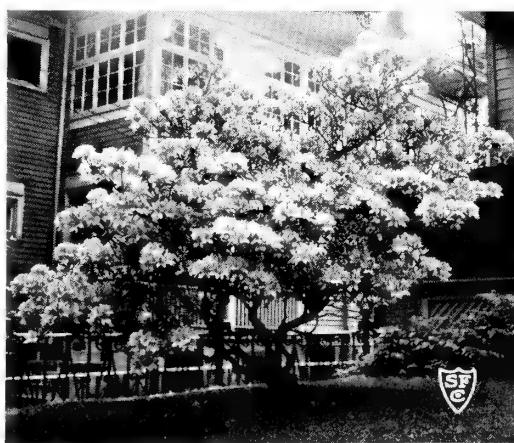
AZALEA HINODEGIRI. The well known dwarf Japanese crimson Azalea so much admired during the early spring, also during the winter for its rich bronzy red foliage. **2-year plants 50c; 12 to 16 in. crowns, \$1.50 to \$2.50; extra large specimens, each, \$3.50.**

AZALEA CARMINE QUEEN. This is another of our own selections with fine masses of foliage entirely covered with flowers of brightest rose pink; a very choice and much admired sort of the Kurume type azalea. 6-8 in. \$1.00 each; 10-12 in. \$1.50.

AZALEA COPPER BEAUTY. A seedling form of our own selection with most distinct coppery red flowers. Its originality is most pronounced during the winter season, when the foliage assumes a blackish-bronze tint during cold weather. It is well adapted for rockery planting, and lends entrancing effects with purple Aubretia as foreground. \$1.00 each.



AZALEA LAVENDER QUEEN. Also a seedling selection of Kurume type, with pleasing large flowers of soft lavender color blending well with other flowers and colors. 6-8 in. 75c; larger sizes to \$1.50 each.



AZALEA MOLLIS. Flowering with large clusters of blooms comes very colorful before dropping off from frost. They are quite hardy, and profuse in flowering; colors ranging from bright salmon to apricot, orange and yellow. Planted in groups, they form a garden's best spring display. Sizes ranging from 12 to 24 in. priced 75c to \$3.00 each.

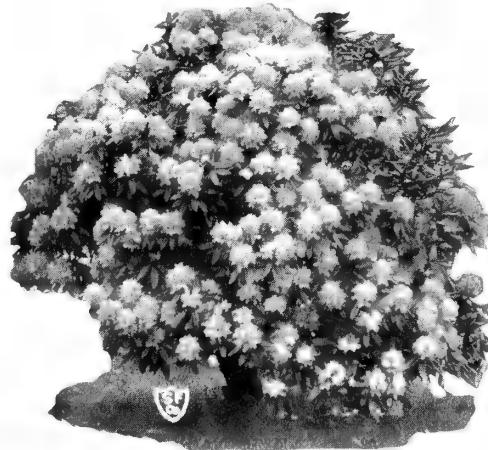
AZALEA ALTACLARENSE. Similar to preceding but larger flower clusters in deep orange-yellow only; same price range.

AZALEA CALENDULACEA. Known as Flame Azalea; late spring flowering in brilliant orange-red hues of variable intensity. 15-20 in. \$1.50 each.

AZALEA OCCIDENTALE. Native; cream to yellow colored flowers in late spring with fragrance of honeysuckles. 12-15 in. \$1.50 each.

AZALEA SCHLIPPENBACHI. A deciduous sort from Japan, with very large, elegant flowers of soft rose pink color, gradually becoming paler. Truly a magnificent hardy shrub of low spreading type and sturdy growth, thriving best in partial shade. 10-12 in. \$1.25; 16-18 in. \$2.50 each.

AZALEA POUKANENSE. A vigorous sort of deciduous nature bearing large light lavender flowers just before the foliage starts growing. A most desirable addition to the Azalea garden. 12 in. \$1.50 each.



HYBRID RHODODENDRONS

One of the best evergreen shrubs grown in our nurseries in many sizes and varieties. Their root system permits their planting at all times. Their slow permanent growth in the garden enhances their value year after year, with very little care. We list only a few of them, but can furnish many additional types if desired.

Princess Alice. Clear deep pink, large flowers. Flowering size, \$3.50 up.

Cynthia. Deep clear cerise, very brilliant. \$3.50 to \$5.00.

Lady C. Walsh. Late flowering, blush pink, large flowers. \$3.50 to \$5.00.

Album Elegans—Compact flowering white. \$3.50 to \$5.00.

Mrs. John Waterer. Light crimson. \$3.50 to \$5.00.

John Walter Crimson. \$5.00 each.

Purpureum Elegans. Light purple. \$3.50 each.

Michael Waterer. Rich crimson. 12-15 in., each, \$2.50 up.

Roseum Elegans. Lavender rose. Each, \$5.00 up.

Pink Pearl. Very large light pink flowers, tall growing. 24 in. and up, \$5.00 each.

SPECIE RHODODENDRONS

Fortunei. Large bright green foliage, pink to white flowers in large clusters; strong flowering size bushes. Each, \$3.00 to \$5.00.

Chartophyllum. Slender tall growing; narrow leaves; sun loving; light pink flowers. Strong bushes. Each, \$3.00 to \$4.

Desquamatum. Narrow bronzy leaves; branches upright to spreading; flowers mauve to pink, funnel shaped in small clusters. Will thrive in full sun. Strong bushes. Each, \$3.50 to \$5.00.

Fumidum. Stocky compact grower; leaves up to 3 in. long; flowers in terminal clusters, pale violet. Strong flowering bushes, \$4.00 (limited).

Heliolepis. Sun-loving, free-growing with bronzy foliage; flowers in small clusters of rosy color. \$3.00.

Oreotrepheles. Unusual, oblong foliage with bluish tint; upright but compact growth; flowers in small clusters of mauve to pink color. Strong 9-year-old bushes, \$3.50 to \$5.00 (limited).

Mucronulatum. Deciduous, upright growing, very early flowering, bright pink to mauve; very hardy and will thrive in full sun. \$2.50 each.

Intricatum. Tiny leaved dwarf sort, more finely branched than boxwood; flowering in early March in lavender colors; hardy, nice flowering size plants. \$1.50 to \$3.00.

Fastigiatum. Tiny compact growing miniature like shrub; evergreen foliage, covering itself with rich blue flowers in earliest spring. \$2.50 to \$4.00.

Flavidum. Very small leaved dwarf shrub producing clusters of tiny bright yellow flowers in early spring and during early fall. Flowering size, \$2.50 to \$3.00.

The three preceding species are unexcelled as dwarf rockery shrubs, as they come from Tibetan mountains, 12,000 to 15,000 ft. altitude.



RHODODENDRON RACEMOSUM. A dwarf evergreen garden shrub that blooms in early spring with branches literally covered with small bright pink flowers. Small leathery foliage and many short slender branches make this an ideal border or rockery shrub for the coast region and even colder sections as it appears to be hardy in the eastern states also. 75c to \$1.25 each.

R. Decorum. Very large white tinged pink flowers, fine glaucous foliage, tall growing. \$3.50 to \$5.00.

R. Yunnanense. Loose growing with attractive bronzy foliage; lavender to pink and white flowers. 12-20 in. \$2.50 to \$4.00 each.

SHRUBS FOR SHADE

Aucuba, Camellia, Holly, Skimmia, Daphne, Rhododendrons, Evonymus, Boxwood, Andromeda, Kalmia, Aralia Sieboldi, Hydrangea.

SHRUBS FOR DRY SUNNY LOCATIONS

Abelia, Berberis, Cotoneasters, Pyracantha, Lavender, Cistus, Pomegranate, Pittosporum tobira, Laurustinus, Rosemary, Ononis, Poinceana.

Broadleaf Evergreen Shrubs



AUCUBA, Gold Dust Laurel. Showy yellow spotted leaves, well adapted for growth in dense shade and north exposures. Truly one of the best evergreens for foliage effect; also producing large red berries. Extra select sort of our own creation. 75c to \$1.50 each.

MALE AUCUBA. This is the form providing for pollination of the female berried plant. No garden should be without this type. You will enjoy the full beauty of the berries. We offer them in the green and variegated kinds in good strong specimens. \$1.00 to \$2.00.



DAPHNE JAPONICA, extremely sweet scented early flowering evergreen shrub with clusters of pink blossoms, evergreen foliage, often edged yellow. \$1.00; larger to \$2.50.

DAPHNE japonica alba. The white flowered form with fragrance much more impressive than the pink sort and blooming a week later. Foliage plain dark green, a wonderful addition to sweet-scented evergreen shrubs for all gardens. \$1.50 and \$2.50 each.

WINTER DAPHNE MEZEREUM. Deciduous upright growing, very fragrant red flowers along the stems in great number from February to March. Hardy everywhere; best in partial shade and heavy soil. Each, 75c to \$2.50.

ROCK DAPHNE CNEORUM. Low prostrate small leafed evergreen, hardy everywhere, with the most appealing pink masses of fragrant flowers in spring and often again in fall. A garden treasure for a lifetime, now available in small sizes from 75c to \$1.50 each for the larger plants.



CREEPING COTONEASTER. This new arrival among low creeping evergreen shrubs will prove a most welcome addition to the hardy evergreen creeping shrubs. It is of small deep green rounded foliage with branches creeping in cobweb fashion over the rocks and bearing small bright scarlet berries. Of proven hardiness, this new shrub merits space in all rockeries. Fine pot grown stock, 50c and 75c each.

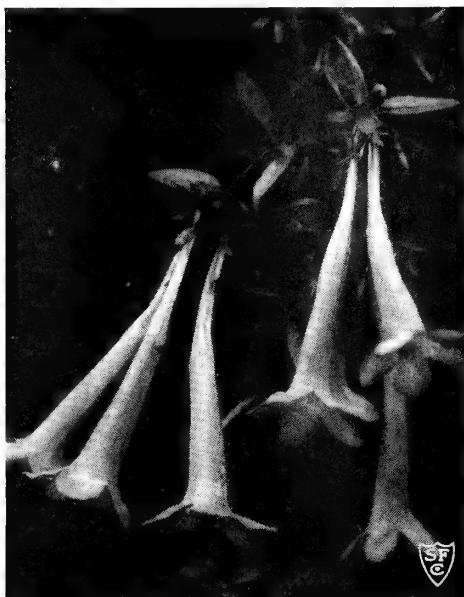
COTONEASTER FRANCHETTI. Graceful evergreen shrub bearing masses of red berries, during winter, on pendulous branches. 75c to \$1.50.

Cotoneaster in several other types are available also.

ABELIA rupestris. Graceful spreading evergreen with glossy leaves and covered with white flowers on bronzy bracts. One of the most desirable shrubs for sunny locations; very hardy. 75c to \$1.50 each.

ABELIA Edward Goucher. A novelty with larger flowers of pinkish color and unique growth. A new and rare form. \$1.50 each.

ABELIA Schumannii. Pink flowering evergreen shrub with larger size flowers. Grows 3 ft. tall. \$1.50 each.



ABELIA FLORIBUNDA or Mexican Trumpet Shrub. The most unusual of novelty shrubs with evergreen foliage, arching branches to 30 inches high bearing trumpet-shaped tubular flowers of bright carmine color during June. As a border shrub and for rock gardens this will prove a jewel of startling beauty and charm, reminding one of certain Fuchsias of the trypillia group. It is proving more attractive every season but may not be hardy east of the Cascade range. A surprise for every garden fancier. Fine specimens ready to flower the first season, \$1.50 each; small plants, 50c-75c each.

BERBERIS TRICANTHIFOLIA. Evergreen, hardy shrub, with fine fern-like foliage turning partially red during winter; fine for hedge effects. 18-24 in., each, 75c to \$1.25.

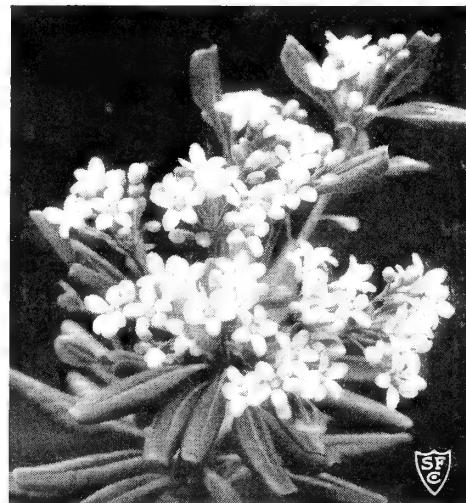
BERBERIS VERRUCULOSA. Small evergreen holly-like foliage with silvery white undersurface; leaves assuming a rich, plum-purple color during cold weather; dwarfish compact shrub of great beauty; yellow flowers, purple berries. 6-8 in., each, 35c; 8-12 in., each, 75c.

CISTUS PURPUREUS. A fine evergreen shrub with a mass of branches bearing, during June and July, great numbers of single, bright rose-pink flowers, each petal with a dark red mark at the base; a splendid sun loving shrub for local gardens. Each 75c. Larger sizes to \$1.50.

ROCKROSE, or Cistus cyprius. A low evergreen shrub with large saucer-shaped flowers, pure white with five maroon red blotches in center. Very effective and novel. Ideal for sunny locations, flowers all summer. Not hardy east of Cascade range. A little known floral treasure for coast gardens. 75c each.

ESCALLONIA DONARDENSIS. A new spreading evergreen shrub with handsome small leaves and sprays of apple-blossom colored flowers during most of the summer season. Well suited to coast gardens. Young plants 50c; strong specimens to \$1.50 each.

ESCALLONIA ROSEA. Evergreen pink flowering shrub, suited to coast climate; ideal for hedges. Strong bushes, 75c each.



PITTOSPORUM TOBIRA. Thrifty evergreen shrub for sunny dry locations; with clusters of cream colored flowers with orange blossom fragrance in late spring. 75c and \$1.50.

SPARTIUM JUNCEUM, Spanish Broom, much branched green shrub bearing sweet scented flowers all summer, of much merit for cutting, grows best in sunny dry locations. Price \$1.25 each.

SCARLET POMEGRANATE. Deciduous shrub for sunny warm locations, bearing waxy double scarlet flowers all summer, with handsome glossy foliage; the finest of summer flowering shrubs, hardy here. 24-30 in. bushes for \$1.50 each; 30-36 in. \$2.00 each.

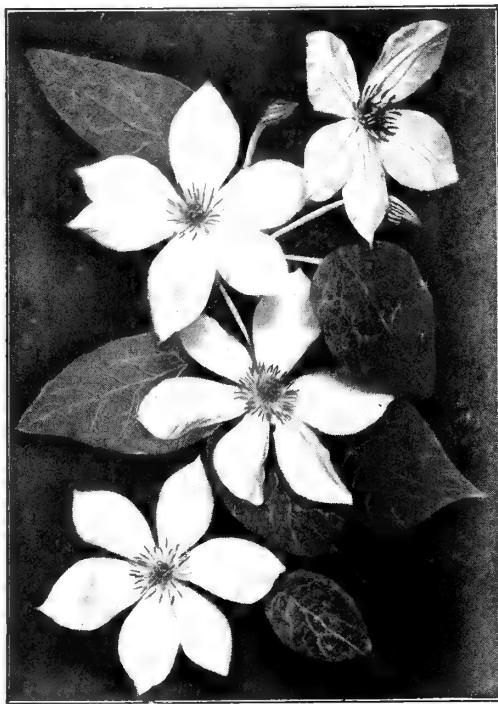
SKIMMIA JAPONICA. Dwarf, compact growing, with handsome leathery foliage, superior to Daphne, bearing sweet scented flowers, followed by scarlet berries which last all winter; especially suited for shady locations. Male and female types. 6-8 in. \$1.00; 12-14 in. \$2.50 each.

OSMANTHUS ILLICIFOLIA. Silvery variegated foliage resembling holly; a durable, slow growing evergreen of great merit for semi-shade. May be sheared like Boxwood. 10-year-old specimens, each, \$5.00.



PERNETTYA. Low evergreen shrubs with masses of fruit like large huckleberries, in white, pink, red and maroon colors. Very attractive and choice. 50c to \$1.50 each.

VINES



CLEMATIS Hybrid Seedlings. Beautiful sorts of vigorous growth, variable in form and size of flowers as well as colors, they please by spontaneous beauty and surpass many of the standard sorts in charm and elegance. Being from our own selected parent plants you can enjoy a unique beauty worthy of space in the best gardens. **Strong pot grown plants 75c; extra select \$1.00 each.**

CLEMATIS Armandii. A new introduction from France with beautiful evergreen foliage of handsome form, bearing clusters of very fragrant white flowers in early spring, resembling somewhat Clem. Montana. A very limited supply of this wonderful Novelty Clematis is available. **Strong pot grown specimen, \$1.50 each.**

CLEMATIS Jackmannii. Large midsummer flowering deep purple of special beauty. Thrives best in partial shade and good porous soil. **Potted specimens, \$1.00 each.**

Ramona. Large lavender colored sort.

Henryi. Large pure white.

Duchesse of Edinburg. Large double white flowered. **\$1.50.**

Montana undulata. Early spring blooming, pink. **75c.**

Ville de Lyon. Carmine red, darker to center. **\$1.50 each.**

Nellie Moser. The so-called pink clematis; petals white to mauve with broad band of deep rose; unique. **\$1.50 each.**

JASMINUM OFFICINALE. White Jasmin. Graceful climber with small foliage, starry white clustered flowers with very sweet fragrance. **Pot grown plants 75c; field grown \$1.00.**

JASMINUM NUDIFLORUM. Yellow flowering, very early spring. **50c each; field-grown, 75c each.**

GOLD FLAME HONEYSUCKLE. Fine climber with yellow and red fragrant flowers; very hardy. **75c each.**

FERTILIZERS AND BONE MEAL

NU LIFE. An organic fertilizer compound containing all the essential elements of plant food in the proper proportion to insure best results. Free of weed seeds so often found in ordinary mixtures. The richness of this fertilizer produces astonishing results. Its reasonable cost is a welcome feature. **Put up in cartons of 2 lbs. at 25c; 5 lbs. at 50c; 10 lbs. at 75c; 25-lb. bags at \$1.25; 50-lb. bags at \$2.00; 100-lb. bags at \$3.50.**

Advisory Landscape Service

We are pleased to state that the services of Mr. J. G. Bacher, as consultant in Landscape and Garden projects, are available to customers of Swiss Floral Company.

His fees are dependent upon the nature and extent of service rendered, whether advisory, supervisory or pertaining to supply of materials or men.

Being a graduate of the National School of Horticulture in Geneva, with widely diversified, long experience in the U. S. A., Mr. Bacher brings you a service fortified with more than average ability.

This experience insures economy by eliminating errors often made by less informed and unskilled practitioners.

THE GARDEN IS A DRESS FOR YOUR HOME.

Change its appearance when it gets worn, just as you renew the paint on an old building. Alterations may, to a large extent, improve the looks of gardens. Consult our master craftsman; it makes a difference.

TALENT, SKILL, ABILITY and KNOWLEDGE are at your service.

► GARDEN CLUB FEATURE ◀

Illustrated garden talks by Mr. J. G. Bacher can be arranged for. Collections of natural color plant and garden pictures for illustrated lecture purposes before gardens clubs or other interest organizations are available.

Details furnished on request.



CLIVIA MINIATA HYBRIDS. Queen supreme of decorative house plants with beautiful foliage and long lasting clusters of orange flowers as shown here. Perhaps the hardiest of all indoor plants often lasting 15-20 years, yet flowering each season with a minimum of care. This rare and valuable plant is offered our clients in strong flowering size plants 4 years old for the special price of **\$2.50 each**, plus shipping costs. These are hybrids of Bacher not obtainable elsewhere and now offered for first time. Larger specimens also available. A home with a clivia is a truly distinctive place, as it evidences taste for plant beauty.

FUCHSIAS

Membership in the American Fuchsia Society is very helpful to every fancier. Dues of \$1.00 per year furnish many reports of fuchsia culture and other useful information. Send your application to G. Niederholzer, 405 Collingwood Ave., San Francisco, Calif.

As garden shrubs, pot plants or window box flowers, the fuchsias in the new and modern varieties bring us marvelous beauty and splendor such as no other flowers can produce. They are becoming more popular each season and the Fuchsia Society of America is making flower lovers acquainted with their exotic charm.

Portland and the entire coast region enjoys a climate most favorable to fuchsia culture, as they seem to revel in cool damp weather and thrive in partial shade, yet enjoy rich loose soils and copious water during dry warm weather.

Plants may be set out from early April on to July and will flower until the frost of fall brings a stop. If the bushes are covered with a heavy layer or mound of peat moss they will survive the coastal winters very successfully as we have proven repeatedly.

We are growers of Oregon's first Fuchsia Collection, comprising over 50 modern varieties which are available to our customers in varied sizes from the 2½-inch pots to 5 and 6-inch specimens ranging in place from **15c to \$1.50**, according to size, perfection and age of varieties.

We invite visitors to come and see our fuchsias. This enables a more diligent choice of sorts and sizes than is possible from reading descriptive lists. Frequently fine large specimen plants are available at bargain prices.



FUCHSIA URNS. The unique beauty that may be achieved from a diligent planting of special fuchsia varieties in certain type urns is too little known and merits wide adoption for veranda or garden decoration. Rich soils and selection of suitable sorts are important prerequisites to artistic charm and elegance. We will offer special selections on request if colors of urns are stipulated.



WINDOW BOXES OF FUCHSIAS. There is perhaps no more elegant effect obtainable than a good selection of Fuchsias for window boxes facing north or east. We will gladly make recommendations of the best sorts for this use and offer assortments to suit locations.

Spread and Trailing Fuchsia. Sorts suited to window box planting are: Trail'ing Queen, Baleon, Dalliance, Marinka, Muriel, Fireflush, Morning Mist, Cascade, Annie Earl, Mrs. Rundle, etc.

NOVELTIES

The following sorts are of latest introduction and will be a novelty to our section of the Northwest. They are creations by G. Niederholzer, Victor Reiter, Dr. Legan and other hybridizers of the Bay Region.

Selection of 5 or more plants, 5% discount; 10 or more plants, 10% discount.

Mrs. Victor Reiter. Of spreading to trailing habit; extra long sepals and tube of ivory white color contrasting sharply with coral red single petals; a real beauty. **75c to \$1.50.**

Claret Cups. A trailing sort; improvement on Cascade, with larger and deeper colored corolla, otherwise resembling Cascade in habit and foliage. **\$1.00 each.**

Doctor John Gallway. Of spreading to upright habit with larger flower than Storm King but resembling same; a fine double white sort with scarlet sepals. **75c to \$1.00.**

Rose Pillar. A vigorous upright grower; large foliage, single flowers of neyron rose color; calix and corolla alike; suited for standard and wall growing. **50c to 75c (4-in. pot).**

Portland Beauty. Trailing sort to spreading habit, with fiery red petals and creamy calix. **\$1.00 each.**

San Francisco. Trailing sort with large single flowers of carmine rose sepals and deeper colored corolla. **\$1.00 each.**

Reiter's Giant. Upright heavy growth; very large double purple corolla with broad upright sepals of carmine red. **\$1.00.**

Ballerina. Tall growing single flowered, pink with ivory white calix. **50c each.**

Black Princesse. Tall growing, single flowers, very deep purple corolla. Calix and sepals scarlet. **75c.**

Pewee Rose. Spreading sort of vigorous growth with profusion of small flowers in clear rose color. **75c.**

Mademoiselle. Of bushy growth, vigorous and profuse bloomer with white tube marked crimson; white sepals tipped green with single corolla of clear light rose colored petals. **\$1.00.**

Falling Stars. Profuse growing, trailing variety; calix and sepals of large dimensions, light carmine red; corolla with single petals of orange red. **75c.**

Mu-Lan. Of upright growth, floriferous, single corolla; petals white veined and edged rose red; long calix, sepals light red inside, dark red outside; the whole producing an effect of novelty and distinction. Still rare. **\$1.00.**

Novelty introductions by G. Niederholzer, editor of the Fuchsia Bulletin of San Francisco. These wonderful creations can now be furnished for **50c each.**

Sunset. A vigorous grower with beautiful foliage, calix and sepals. Pale pink with corolla of flaring form in richest sunset colors. Very profuse flowering.

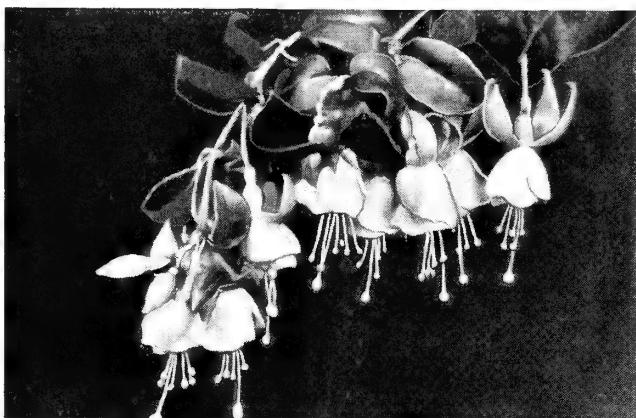
Blue Moon. A strong growing sort with short tube and sepals of bright red, large semi-double corolla of almost true blue color; very floriferous.

Dorothy. Of spreading, almost climbing, habit with profuse attractive foliage, large single flowers of ivory colored tube and sepals, bright rose corolla.

Surprise. Vigorous growing, continuous bloomer. Flowers medium to small. Short red tube and sepals; pale blue single to semi-double corolla.

STANDARD VARIETIES

These are usually available in sizes ranging from 2½-in. pots at 20c each; 3-in. pots at 25c; 3½-in. at 35c; from 4-in. at 50c. Extra select quality plants sometimes available at 25% increase; 12 plants for price of 10. With advancing season supply changes in sizes and quantities. Specimen plants of large dimensions can be furnished in some varieties but personal inspection is desirable for best satisfaction. Orders will be accepted for growing specimens in special pottery to suit various uses.



ABBEY FARGES. Tall growing silvery lilac and pink.

Alice Hoffman. Of neat semi-dwarf growing type with distinctive tube-shaped corolla; pure white and deep rose calix; foliage slightly bronzed when young. 25-50c each.

Annie Earl. Upright growing; corolla bright cerise with calix of creamy white color. 15-25c.

AVIATOR. Long pendulous white with twisted sepals of red.

FUCHSIA BALCON. A single pink flowering trailer of unusual beauty for basket or porch box planting. 25c and 35c.

Baron von Ketteler. Flowers of unusual large size with heavy dense mass of petals in its compact corolla of rich deep purple, dominated by bright scarlet sepals. Its upright growing habit displays the extra large flowers to best advantage. 4-inch pots 35c; 5-inch 50c.

Beauty of Swanley. Corolla small, tight, lavender rose; narrow sepals, white tipped green. Grows upright, gracefully arching when matured. 25-50c.

BLACK PRINCE. Saucer-like flower of purple to plum color.

BLUE BOY. Blue to rose center and white to rose calix.

CALEDONIA. Semi-trailing, carmine-pink with red calix.

Cascade. A sensational introduction with extra long sepals opening from a long pointed bud of creamy white color on short calix tube. The sepals are of blush pink and terminate in slender long points curved upwards. Single corolla of



flaring form in deep carmine cerise color. Its growing habit is of semi-trailing nature and plants should be tied up at start, then allowed to cascade over with remarkable grace and beauty. 50c.

Countesse of Aberdeen. Growing habit similar to preceding. Bears flowers with short calix of creamy color, creamy pink sepals with wide flaring corolla of blush pink petals rounded in form, white pistil, pink anthers. 35c each.

FUCHSIA CUPID. Neat, compact growing; single flowered, of bluish pink corolla with deep pink sepals. 35c to 75c; 3-inch to 5-inch pots.

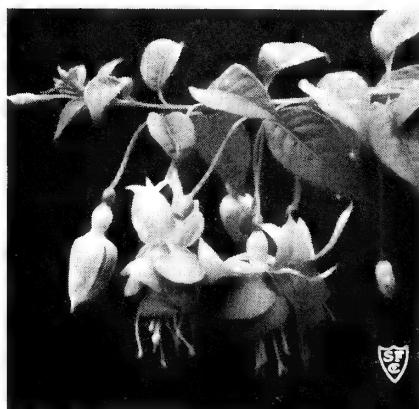
Dalliance. A very large leaved sort of rather spreading growth becoming semi-pendulous with flowering age. Branches terminate with large clusters of cerise flowers. One of the outstanding sorts for window-box planting. 15-25 and 50c sizes.

Delight. Corolla medium size semi-double, white, red, pistil, long pointed red sepals. Branches and leaf stems reddish, growth upright and graceful. 25-50c.

Display. Saucer shaped corolla of intense pink, contrasting light pink calix. Growth of spreading habit.

DUCHESSE OF ALBANY. Carmine-scarlet corolla, creamy white calix.

Eva Boegg. A stiff upright growing sort with spreading saucer type corolla of deep rose color with red calix; very showy type for garden planting and pots. 25-35c.



Elsa. Large semi-double corolla of reddish plum color with protruding light rose pistil. Sepals pearly white, flushed pink. Of spreading growth inclined to pendulous type. 50c.

Fortune. Upright growing with flowers of medium size, corolla semi-double, opening blue to reddish purple with calix of bright scarlet, profuse flowering. 15c to 35c.



FLOCON de NEIGE. Excellent white and red sort.

Fireflush. Of upright growth with large light green foliage; corolla of deep orange scarlet. Calix creamy flushed pink; under side of sepals orange pink. 25-35c.

GENERAL DRUDE. Large, flowered mauve to plum with scarlet.

HARDY FUCHSIA GRACILIS. Profuse tall growing shrub bearing masses of tiny purplish red flowers throughout the summer. Good for shrubbery borders and hedges, stands shearing, will thrive in full sun.

FUCHSIA GYPSY QUEEN. Large double flowering of rich plum color with scarlet sepals; upright growing, fancy sort. 50c and 75c each.

Herron. Extra large single corolla of rich plum red with bluish zone at the base. Pistil and stamens red, long erect sepals of bright scarlet color. Erect grower with extra early flowering tendency. 25-35c.

LITTLE BEAUTY. Compact growing, lavender-blue with pink.

Lord Byron. A dwarf-like compact grower producing masses of flowers with medium size corolla of deepest black purple when first opening, then turning to a reddish plum purple. Calix of bright scarlet is in brilliant contrast. 15c to 35c.

Lustre. Upright to arching growth with corolla of orange scarlet, white pistil, calix and tube white, very distinctive. 25-35c.

Magelanica variegata. A thrifty growing sort, almost hardy, with crimson flowers and long spreading branches; foliage of marbled appearance; very striking in partial shade. 35c.

MARINKA. Fiery scarlet throughout. Arching growth.

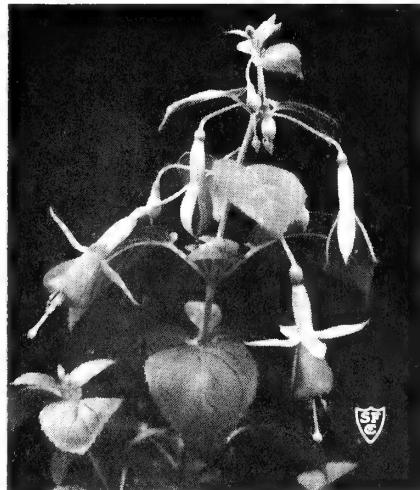
Minnesota. Of spreading and arching growth with creamy white calix, pink pistil and large size corolla of rich plum purple. 25c to 50c.

Morning Mist. Of spreading and pendulous growth with long arching branches; corolla of campanulate form; deep cerise red, short sepals of light rose to white and green tips. A fine sort for box and basket planting. 25-35c.

MME. THIEBAUD. Bright violet-rose, deep rose calix.

Muriel. Of spreading and semi-trailing habit; long lavender rose petals veined red; sepals long recurved red with green to white tips; very showy and graceful. 35c-50c.

Mrs. Rund'e. Habit of growth, spreading; bears long tubular brilliant orange red corolla protruding from pale salmon pink calix and sepals; a single flowered sort. 25c-35c.



Monterey. Large leaved of spreading growth, producing clusters of pendulous flowers with calix of soft pink sepals flushed a pleasing orange; corolla of good size in the most brilliant orange pink; the whole producing a color effect of startling beauty. 3-in. 50c; 4-in. \$1.00.

President. Very vigorous, tall growing sort with large foliage of slightly bronzy cast, bearing vivid red flowers of clear color, sepals and petals of same tint and distinct form. Its robust massive growth is a delight to watch. Flowering period is rather late. 25-50c sizes.

Pink Pearl. A fine semi-double variety of neat upright growing type. Free flowering habit with soft pink petals and rose to white sepals.

Purple Prince. Of upright rather stiff growing habit. Bears large flowers with bright scarlet globular buds, short corolla (single) deepest violet purple with long protruding anthers of white color.

FUCHSIA ROLLO. Neat double flowered white with white sepals suffused pale pink; very popular; free branching sort. 50c.

Santa Monica. Upright growing, but becoming arched when ready to flower; bearing large clusters of fully double white flowers, the petals of which are often streaked with red while the calix and sepals are bright red. One of the late flowering sort. 25-35 and 50c sizes available.

SPECIOSA. Orange-red corolla, orange tipped green calix.

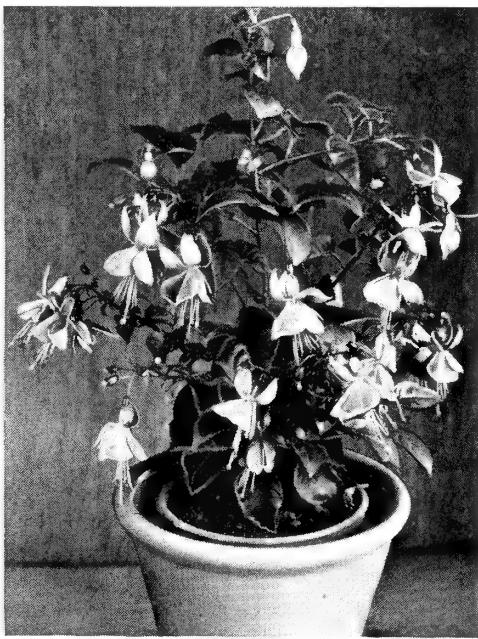


Souvenir de Henry Henkel. The young foliage is of bronzy coloring turning green as it reaches maturity. Flowers of distinct form with long tubular calix and short corolla of rich orange pink color under the rose pink sepals. A handsome sort worthy of space in all collections. 25-50c.

STORM KING. Very full roundish white flowers, semi drooping.

Sunray. The foliage of this sort is of outstanding beauty and elegance, being bronzy pink when young, later assuming tints of yellow to cream and green in the center part of leaf. Must not be exposed to strong sunlight or its color fades to a dull green. Flowers of medium size single bright cerise red. Upright growing habit forming neat masses of foliage. **15c**

Trailing Queen. The beauty of this creeping variety is best displayed when planted in hanging baskets or urns where its pendulous clusters of bright red corolla and scarlet calix flowers can be seen to best advantage. **15c to 50c size.**



Valiant. Upright neat growing type with large saucer-like flowers; corolla purplish red with scarlet base near sepals, same distinctly reflexed with pistil of pink color protruding. Its early flowering habit makes this a preferred sort. **15c to 50c each.**

Wave of Life. Unusually rich colored foliage which when young is of coppery bronze to gold, turning green with age. Its flowers follow in chain-like succession and are of vivid red calix with plum red corolla of semi-double type. Its growing habit is creeping and must be used where it can trail downward. Beauty of foliage and flower marks this as one of the most notable varieties in existence. **25-50c each.**

White Phenomenal. Upright, tall growing sort, producing extra large double white flowers with some of the petals flushed rose intermingled with white. Calix of drooping sepals of bright cerise red color. A late flowering sort with impressive size flowers. **50c.**

All Fuchsias are benefitted by applications of NuLife fertilizer. 5-lb. package, 50c; directions enclosed.

♦ ♦ ♦

Say It With Flowers!

Expressing Respect and Esteem

Human sentiments, such as Love, Esteem, Joy, Sympathy, wishes of good cheer, or good luck, are most eloquently expressed by a neatly arranged floral gift. A bouquet of flowers to a friend may seem like a ray of sunshine in spring. Sympathetic remembrance by a floral message, conveys our sentiments in the graceful way that only flowers can express.

FLOWERS do bring us cheer when days seem gloomy. Send flowers to friends, for in their presence life is a richer, more appealing sensation. Say it with flowers today.

BEDDING PLANTS

We are growers of young plants for garden decoration and are able to supply, in season, the following assortment of stock. All of them are produced in our greenhouses from seed of superior strains. Some require early planting while others are best delayed until weather becomes warmer, towards June. Orders placed will be filled in proper season and stock reserved for this purpose.

Kinds not readily transplanted are grown in pots only, as this assures results not obtainable otherwise. The extra cost of pot plants is well compensated by full satisfaction, as experience has proven.

The seeds used in the production of our plants are selected from the costliest quality strains, insuring our customers results not obtainable from ordinary sources.

LOW GROWING BORDER PLANTS

AGERATUM BLUE PERFECTION. Profuse blue flowering border plant also fit for cutting purposes. Needs sunny locations. Pot grown plants. **6 for 50c.**

ALYSSUM LITTLE GEM. Sweet alyssum; spreads white carpets of color. **Doz. 25c; per flat \$1.50.**

BEGONIA Everblooming Red Glory. Plants with beautiful glossy foliage, bronzy red during the summer and covered with bright red flowers until frost. Requires rich loose soil; do not plant before end of May or June. Will thrive well in partial shade; also fine house plant. **3 for 50c; doz. \$1.50.**

EVERBLOOMING BEGONIA CARMEN. A new continuous flowering Begonia with rich glistening bronze foliage from which arise masses of dainty flowers in a pleasing salmon pink color. One of the handsomest sorts ever grown. For filling of window boxes and flower borders in the garden the Carmen begonias will delight all who plant them. They do best in rich loose soil and will grow in partial shade. Late planting advisable. May be grown indoors in winter as pot plant. **6 for \$1.50; doz. \$2.50.**

CALCEOLARIA, Fisherman's Basket. Produces clusters of very bright yellow small blossoms resembling tiny baskets; must be in partial shade. **15c and 25c each.**

CHINESE DELphinium. This plant grows but 12 to 18 inches high with slender sprays of beautiful blue flowers, from mid-summer to fall. A fine border plant, producing quantities of charming cut flowers which may take the place of sweet peas when the latter are done flowering. **Per dozen 75c; 100, \$5.00.**

CALENDULA, BALL'S SUPREME. Cadmium yellow, with dark center; flowers all summer; ideal for cutting. **Doz. 35c.**

COLEUS. Lovely foliage and attractive border plants of colorful effect. Must not be set out before warm weather in June. Many sorts to choose from. **3 for 50c.**

LOBELIA CRYSTAL PALACE. This intense deep blue border plant is the most popular of all small border flowers, producing masses of color but a few inches high. **Per doz. 35c.** This superior sort must not be confused with ordinary lobelia that fail to grow compact and even.

Lobelia Sapphire. This is the large light blue flowering sort with white eye. Used most frequently as trailer in boxes or baskets. **35c per doz.**

Lobelia Dwarf White. Pure white; very select for borders and rockeries. **Doz. 35c; per flat \$2.00.**

Lobelia Cambridge Blue. Dwarf, light blue; widely appreciated. **Doz. 35c; flats \$2.00.**

LARKSPUR. Large double flowered strain in finest known sorts; a source of unexcelled cut flowers. We grow them in colors of rose, blue, pink, white and violet. **25c per doz., \$1.50 per flat.**

MARIGOLDS, Double Dwarf French. These do especially well in poor soils where their growth remains moderate; need full sun, however. Colors vary from bronze red to yellow and orange. **Doz. 25c; 100, \$1.50.**

NEW MARIGOLD, DWARF GIANT POT O' GOLD. Very finest of large flowered dwarf sorts; a truly marvelous novelty with deep golden yellow flowers. **Doz.** 35c; flat \$2.50.

Tall French Marigold, Josephine. Single flowering; rich brown colors. **Doz.** 25c; flats \$1.50.

Dwarf French Marigold, Lemon Ball. Bright yellow double flowering. **Doz.** 25c; flats \$1.50.

Dwarf French Marigold, Orange Flame. A new sort with center of flower rich orange yellow, surrounded by a crown of reddish maroon petals of vivid contrast. **Doz.** 30c; flats \$2.00.

Tall African Marigold, Orange Yellow. Very large double flowering. **Doz.** 25c; flats \$1.50.

Tall African Marigold, Lemon Yellow. Very large double yellow. **Doz.** 25c; flats \$1.50.

Dwarf French Marigold, Harmony. Mahogany red and brown; compact grower. **Doz.** 25c; flat \$1.50.

Signet Marigold. Fine lacey foliage with lemon scented odor; tiny yellow flowers in great profusion. **Doz.** 25c.

Crown of Gold. Odorless foliage, bright golden orange. **Doz.** 25c.

Yellow Crown. Odorless foliage, bright canary yellow. **Doz.** 25c.

NEMESIA COMPACTA, Rainbow Mixture. These are low growing summer flowers resembling a large Lobelia. They come in a wide range of copper, orange, blue, yellow and scarlet of many tints and variations, truly a real rainbow array of color blends of strang indescribable beauty. The plants are easily grown and prefer a cool damp soil in full sun; will produce borders and beds of marvelous effect. **Doz.** 35c; flats \$1.50.

POTULACCA DOUBLE MIXED. The so-called Rose moss, low crawling fleshy plants covering themselves with very large flowers, single and double, in brilliant fiery colors ranging from pure white through rose, carmine, orange and yellow flowers, as well as many tints of scarlet. Do not plant before June as this is a warm weather plant which requires very sunny locations and little water. Pot grown plants are best. **6 for 50c; from flats 40c per doz.**

COSMOS SENSATION PINKIE. Finest new large flowering sort just introduced; early blooming habit. Bright pink color. **Doz.** 35c; 100, \$2.00.

COSMOS SENSATION PURITY. A white form of preceding novelty of outstanding value for cutting. **Doz.** 35c; 100, \$2.00.

PENTSTEMON HYBRIDS. Brilliant colors of reds, pink and lavender tints, flowering for months. One of the most satisfactory garden flowers; often perennial. **6 for 50c; larger sizes, 3 for 50c.**

ASTERS. For late planting, after removal of spring bulbs, these will provide choice cut flowers in the fall season. For best result with asters, soil must be mixed with lime. Failure is often due to lack of lime, a fact not fully realized by gardeners.

Improved Wilt Proof Crego Asters. These bear the large feathery flowers resembling chrysanthemums. For cutting or garden charm.

Crimson. Deep crimson red.

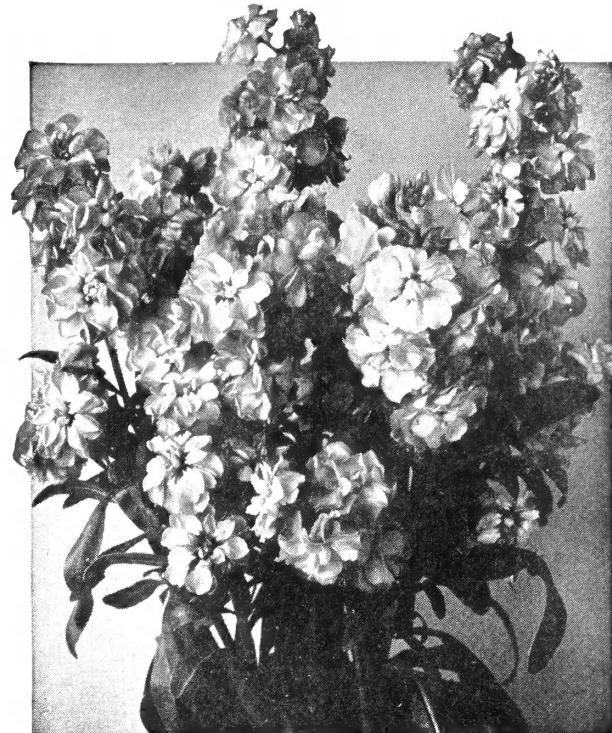
Dark Violet. Vivid violet purple.

White. Loose feathery; pure white.

Our plants are well grown and of best quality; priced at 35c per doz.; \$2.00 per 100.

SUPER GIANT ASTER, El Monte. Largest flowering sort; double crimson. 50c per doz.

SUPER GIANT ASTER, Los Angeles. Large shell pink. 50c per doz.



STOCKS. Large double flowering strain for cutting. Mixed colors. **Doz.** 50c.

Branching or cut-and-come-again stocks are best suited to cut flower purposes; all do not bloom double.

Brilliant. Rich blood red.

Heatham Beauty. Golden rose.

May Queen. Light blue.

Purple. Deep purple.

Snowdrift. Pure white.

SNAPDRAGONS. Ideal cut flowers as well as garden beauty may be secured from this group of plants. They thrive in all good soils but prefer sunny situations. May be set out be set 12 inches apart. **Doz.** 35c; flat \$1.50.

Gloria. Rose pink.

Snowstorm. White.

Black Prince. Deep crimson red.

Bonfire. Orange buff.

Golden Monarch. Deep yellow.

Rust Proof Maximum. Tall mixed.

Majus Grandiflorum. Mixed.

Super Majestic California Giant. Mixed.

Royal Cerise. Compact deep cerise. **Doz.** 50c.

Salvia Blaze of Fire. This novelty has proven to be the earliest to flower and a true dwarf, making it the most appreciated of all and a glimpse of the color plate will reveal its full beauty. Last year's trial has convinced us of its merit. Pot grown plants only. **Dozen \$1.00.**

Salvia Sky Rocket. This is a new extra large flowering sort with long sprays of flaming scarlet blooms on tall stems. A meritorious novelty of recent introduction. From flats, **doz.** 50c; full flat \$2.50; from pots 15c each.

SCABIOSA, Blue Cockade. Deep blue. **Doz.** 25c.

Fire King. Scarlet. **Doz.** 25c.

Shasta. Pure white. **Doz.** 25c.

Salmon Beauty. **Doz.** 25c.

VERBENA, Crimson Glow. Deep uniform red. **Doz.** 50c.

Lavender Glory. Lavender with cream eye. **Doz.** 50c.

Floradale Beauty. Rose to red colors. **Doz.** 50c.

Violacea Stellata. Violet with white eye. **Doz.** 50c.



ZINNIAS. This showiest of summer flowers for garden decoration and cut flowers. They love warm weather with full sunshine. Best planted in late spring or early summer for they grow quickly if not stunted by cold nights.

35c per doz; \$2.50 per 100.

Dahlia Flowered Gold Medal Mixed. Largest flowering sorts of all colors in best quality.

Illumination. Rich deep rose of huge size.

Crimson Monarch. Richest red, large flowered.

POLAR BEAR. Large, pure white.

Zinnia Golden Dawn. Rich golden yellow.

Will Rogers. New fiery scarlet.

Old Rose. Rose shades.

Zinnia, Cupid. Dwarf with very small button-like flowers of rich scarlet.

Zinnia, Cupid, Snowdrop. A tiny pure white for select borders.

Zinnia, Haageana. Mexican hybrids; small flowers with a brilliantly colored charm all their own. Useful for bedding as well as for cutting.

Zinnia Pumila Picotee Delight. Medium sized flowers especially fine for cutting. Predominating colors are orange to salmon with tips of petals darker.

DWARF ZINNIA ELEGANS PUMILA. A cut-and-come-again type, serving as border plants as well; very desirable. Salmon Rose, Scarlet, Spun Gold, Mixed colors.

LILLIPUT or BABY ZINNIAS.

Canary Gem. Bright yellow.

Crimson Gem. Red.

Lilac Gem. Lilac.

Salmon Gem. Pink.

White Gem. White.

Excellent for borders and cutflowers. **Doz.** 35c.

Lilliput Tom Thumb Mixed. These are exceedingly compact in growth, attaining but 4 or 5 inches of height with a spread of 8 to 10 inches; ideal for borders and rockery planting but not for cutting.

Zinnia plants are rarely successful if planted before end of May. Free booklet with orders for 100 plants.

Petunias. We are the originators of the Pride of Portland strain now grown and sold the nation over. **Elks Pride,** the deepest velvet purple sort known is one of our introductions of long years ago. We take pride in growing these fine sorts listed below. For bed and border planting they will prove the best to be had in our region. For balcony and window-box planting our strains of fringed flowering varieties are famous for elegance as they branch profusely and produce carpets of bloom throughout the summer season. They thrive best in a porous, well fertilized soil and full sun, yet will grow in partial shade. They can be set out towards end of April into June and may be spaced 12 inches apart.

ALDERMAN. A deep blue, very effective border sort, much admired.

Snow Queen. Profuse small flowering white, for borders.

Rose of Heaven. Small, very profusely flowering pink.

Silver Blue. Small flowered light blue. These are very choice border plants. Flat grown at **35c per doz.**

Topaz Rose. New dwarf sort, covered by masses of fiery deep rose colored flowers, topaz colored throat. **Doz.** 50c.

PETUNIAS. Pride of Portland. Large single fringed flowers, deep pink.

White Beauty. Pure white fringed, yellow throat.

Scarlet Beauty. Bright red, heavily fringed.

Ruffled Heliotrope. Large deeply fringed, heliotrope color.

Lilac Beauty. Plain edged soft lilac veined purple.

Elks Pride. Intensely deep velvety purple, large flower.

Apple Blossom. Large light pink with deeper veins.

Above sorts are all introductions of our own, unexcelled for refined beauty, especially for box planting.

Red Ramona. A new copper red of largest size.

All above sorts in pot grown sizes only, **10c and 15c each.** 2 or 3-inch size.



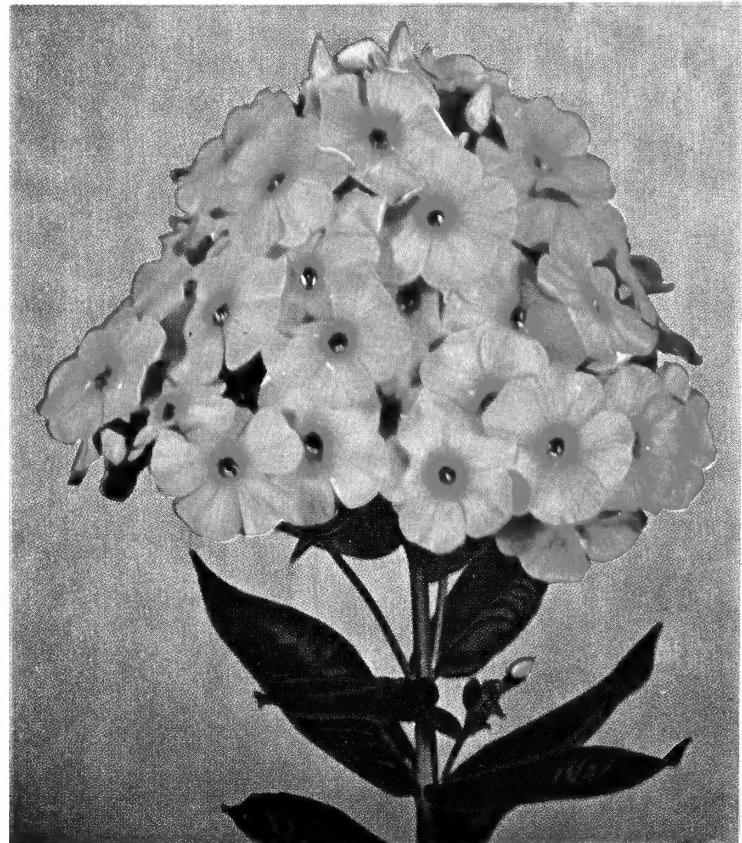
J. G. BACHER, Horticulturist

Since 1898 when entering the National School of Horticulture at Geneva, Switzerland, to acquire a fundamental understanding of plant life, gardening and its many problems have been Mr. Bacher's pleasurable duty. Founding of Swiss Floral Company, in association with Chas. Welti and H. Graf, and directing the business ever since in serving the garden world of Portland, has been a worthy achievement. Plant production in the better quality stock has been a constant goal and many new varieties have originated at this establishment; more will follow, fate permitting. To provide a source of highest quality plant material for garden fanciers everywhere, backed by ability and good will to serve customers, is the aim of Mr. Bacher.



SCABIOSA CAUCASICA

A Really Fine Perennial for Cutting.

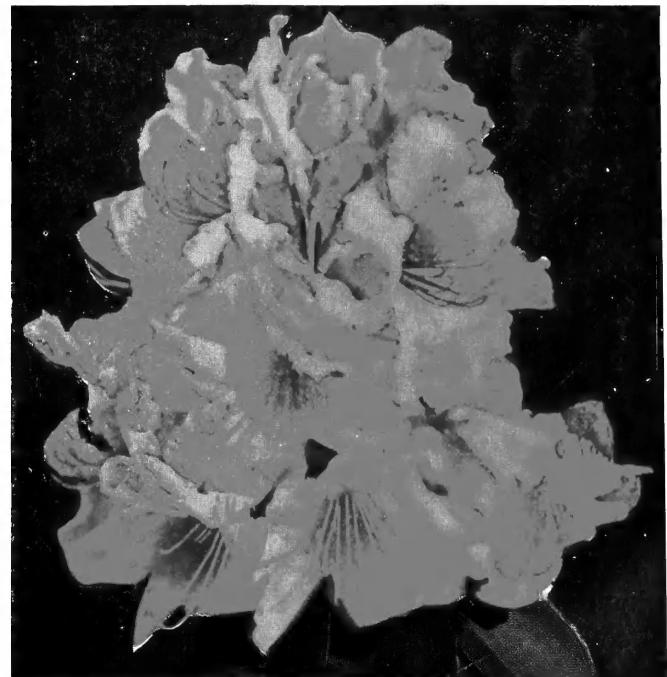


PERENNIAL PHLOX, CHARMING

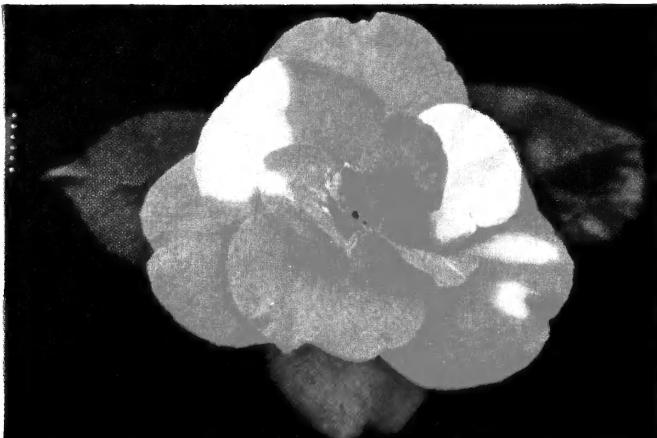
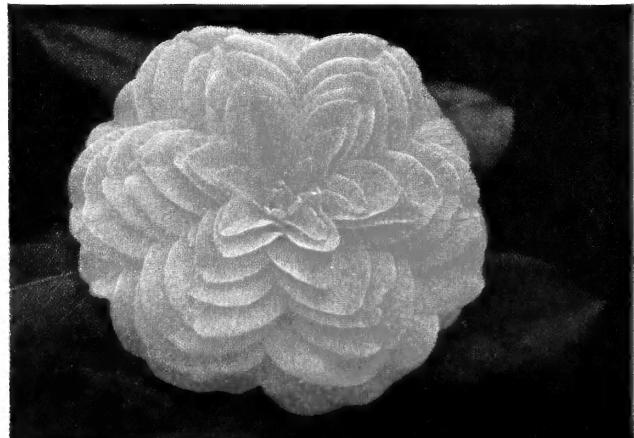
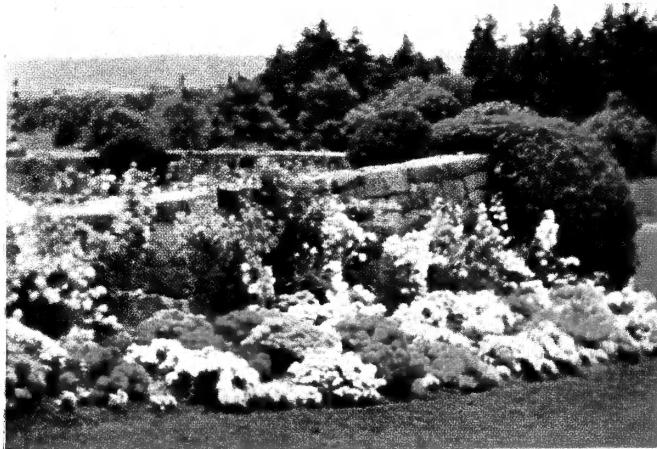
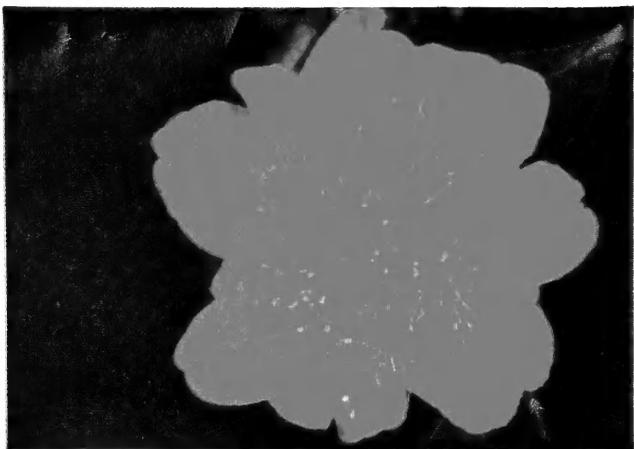
The Gorgeous Hardy Garden Flower for
Mid-Summer Bloom.



JARVIS RED



RHODODENDRON, LORD ROBERTS



Assorted Camellias from Our Collection not yet listed

Left, upper corner—"Goshogoruma".

Left, middle section—Mrs. Luermann.

Left, bottom—Ella Frost.

Right, upper—Garden bed of Dwarf Sweet William.

Right, middle—Camellia Rosita with Skimmia at base.

Right, bottom—Camellia Fanny Bolis.

SWISS FLORAL DRAYTON

We are growing a number of unlisted sorts for sale in future seasons when stock has been increased to permit such.

Visitors to our establishment will find it very educational at all times to see the plant collections in their various stages of progress and much new plant material is being grown on a trial basis. The future gardens will contain many plants as a result of such trials being made by Swiss Floral Co.

SWISS FLORAL CO. , PORTLAND, OREGON